

ABSTRACT OF THE DISCLOSURE

The present invention delivers interstitial media content, such as advertisements during a user's navigation of an Internet protocol-based product, for example, a graphical user interface. The present invention may display advertisement content positioned within a web page or may display a full screen advertisement before a new web page is presented. As an interstitial advertisement, the advertisement appears between web page requests such that when a user action requests a new page, the present invention can launch an ad before displaying the requested content. The ads are preferably non-interruptible, such that the user cannot fast-forward or skip the advertisement. A preferred method detects a web page address request and delivers advertising content in an Internet protocol format to the user independently of any code associated with the requested web address. The invention may also deliver ads only after a specified time delay has elapsed, thus regulating the frequency of advertisements independent of the user's movement through the Internet protocol-based product. In another preferred embodiment, the invention may also deliver ads only after a specified number of address changes have been detected. An additional preferred embodiment may also deliver an advertisement unrelated to whether a user makes a web page request.